

# THE FARMS FLYER



VOLUME XXI

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Written and edited by Wendy Drinkwater and Daniel Makros

## FARMS FIRE HOUSE FUNDRAISER UPDATE



Believed to be hand carved in 1818 by a Farms Fireman, these carvings proudly hang in the station entry

As many of you know, BFIS is committed to the long-term improvement, beautification and maintenance of Beverly Farms/Prides Crossing. The BFIS Firehouse Fundraiser was a great success, reaching our original goal of \$40,000.00 thanks to the generosity of **Residents, Endicott College, Salem Five, Townsend Energy** and the **Beverly Farms Improvement Society** donors. Working in close partnership with City of Beverly officials, who also supplied funds, labor and materials throughout, 100% of donor monies were put to good use with the installation of new windows, air conditioning, lighting, landscape, blinds and more! City of Beverly will also be supplying new furniture, paint, new flooring and other interior upgrades for our great firemen.

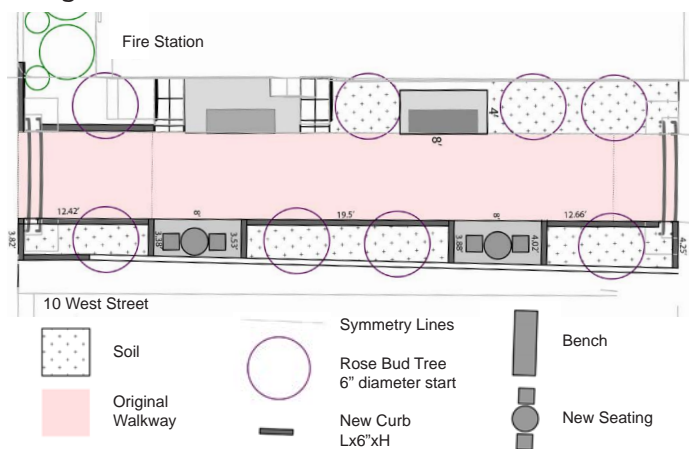
**SPECIAL THANKS** goes to all of the outstanding, generous and highly talented Beverly Farms/Prides Crossing contractors who have helped renovate the Firehouse: **John Margolis, Archeitect, Marie McInnes** owner of **Marie McInnes, Inc.**, provided interior/exterior design, space planning, color palette selection; **Carole Bruce**, owner of **Carole Bruce Fine Custom Workroom for Interior Decoration**, donated her time, all materials at cost for new interior blinds and also donated a beautiful custom made bench cushion. **Frank Raffa**, owner of **Raffa Construction** beautifully installed new windows and interior sills. The firemen already report the wind, thankfully, no longer whips through the windows and the exterior noise reduction provided by the new double pane windows has

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## POCKET PARK

A very small park will soon be lit and beautified for all to enjoy along the brick entryway connecting West Street to the gorgeous library.

The Beverly Farms Improvement Society installed the original walkway nearly 10 years ago and is excited for the installation of the second phase. Designed by Harvard Architectural Student Siobhan Feehan Miller, in conjunction with the BFIS board and City of Beverly officials, this space is sure to be a lovely new gem in town. Anyone looking to read a good book (it is next to the library, after all!) on a park bench beneath the shade of a tree or enjoy a delicious lunch from one of the wonderful cafes, will enjoy this new addition! Keep your eye's open to watch this transformation unfold! Initial rendering below is subject to change in the field.



BFIS is a non-profit volunteer led organization that relies on membership dues, and donations that contribute to the beautification of Beverly Farms and Prides Crossing. In December 2015, all memberships expired, so please help us improve, beautifully, maintain & cultivate city partnerships for funding to continually improve the community in which we live.



New Windows & Landscape

# SOME NEWS AROUND THE FARMS...

## HALF BAKED CAFE

1 West Street • 978-969-6177

Mon-Fri 7am - 5pm • Sat. & Sun. 8am - 3pm

**BFIS:** There are so many great options to choose at HBC on any given day, what is most often requested sweet & savory? Will there be any new additions to your food line this season?

**A:** The bacon maple donut would have to be the most requested sweet item we make here at café, but the blueberry pancake donut is giving it a run for its money. As far the savory side of our business, breakfast sandwiches reign supreme!

**BFIS:** What is it you enjoy most about serving the people of Beverly Farms?

**A:** The best part is how small and tucked away the Farms is. I have customers who come in 2-3 times a day, which is great for business, but you get to know people on a personal level when they are regulars of that caliber. I have gone to parties of our customers and even get Christmas cards from them. My customers, the firemen across the street, as well as all my fellow local business owners have really made me feel welcomed here and become my friends! It's a tight knit community and I'm happy to be a part of, as I grew up in this town and feel like Beverly is my home!

**BFIS:** What aspect of your establishment do you want your customers thinking and talking about most after visiting your store?

**A:** I just want every single customer to leave happy. Whether they came in for something small, a full meal, or simply to check the place out for a possible future visit. I pride myself on customer service, quality food, and making people feel happy. If they have a smile on their face and a good feeling instilled in them when they walk out my door, I feel that I have done my job. In this line of business I rely on repeat customers as well as word of mouth for advertising. The best you can ever do is ensure each customer has a great, delicious, fun experience and hope they tell everyone they know about it!

**BFIS:** What can we look forward to this summer at Half Baked Cafe?

**A:** It's going to be a great summer here in the Farms. I'm looking forward to hosting some fun events for not only adults but kids as well! For years I have wanted to host birthday parties, as well as kid friendly events. I'm hoping this year is the perfect time for just that!

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## DUNKIN DONUTS

Mon-Fri 5am - 7pm

Dunkin Donuts will be removing the grocery portion of their business and expanding seating. Watch for a great new space!

## DEBORA LUNT HAIR STUDIO

29 West Street • 978-232-1125

Mon, Tue, Thurs & Fri 6am - 4pm

With sunny weather and blooming flowers, many Beverly Farms residents are enjoying the arrival of summer-and where better to celebrate this month than in Paris? Debora Lunt of DL Hairbair will be doing just that this June! After her work at New York Fashion Week this fall, Debora was invited to work at the Rene Furterer Institute in Paris. Having previously trained in Paris with Jacques Dessange, Debora will be spending a day at the Rene Furterer Institute and looks forward to the exchange of style, trends and technique between Paris and Boston's North Shore. "I am always eager for new opportunities to bring my clients the latest in style from New York Fashion Week to the Parisian salons."



BFIS wishes to thank the very talented and hard working **Roger Leblanc** for flawlessly repairing the War Memorial Fountain gratis in honor of his father and father in law, war veterans, **Clement Leblanc** and **Fred Theriault**. The best of the best. **R. Leblanc & Sons Construction: 978-473-6446**



Cygnnet

## VIDALIA'S

9 West Street • 978-998-4814

Mon-Fri 7am - 6pm • Sat 7am - 5pm • Sun 8am - 4pm

**BFIS:** What is new this season in the Vidalia's food line?

**V:** Vidalia's is serving up delicious daily specials! Our new chef, Brendan Crocker (past chef and owner of the famed Wild Horse) is creating an Asian Noodle Bowl, Fresh Salmon marinated in flavors such as seasonal fresh grapefruits or orange sesame, daily salads such as the Kale Quinoa Crunch loaded with fresh vegetables! Also we have many delicious house made cookies, chocolate drizzled peanut butter cookie and fresh sticky buns!

**BFIS:** Will you be offering any seasonal items that you would like to promote for this summer season?

**V:** Yes, Organic and Local produce!!! We will have them all summer long!!

**BFIS:** What is the most popular "go-to" or requested item Vidalia's has to offer?

**V:** Besides our fresh produce, yummy baked goods, coffee and variety of dry goods, our customers are always looking to see what our daily soup is with Rustic Chicken Kale being the most popular! The "go-to" item though is usually one of our signature sandwiches!!!

**BFIS:** Tell us what customers love the most on the menu at Vidalia's...

**V:** In addition to our popular sandwich items, such as the West Beach (Turkey, Brie, Cranberry Horseradish Sauce and Mayo), our customers love the variety and surprise daily specials that we offer! We have many delicious creations coming from the kitchen..... from Crab Cakes to Beef Sliders to our tasty Cuban!

**BFIS:** What is it you enjoy about serving the people of Beverly Farms and Prides Crossing?

**V:** When we conceived Vidalia's, we wanted to create a place in the community that offered local, fresh and delicious food. Our commitment and dedication to, family, community and serving fresh wholesome food is what we enjoy most!

**BFIS:** What aspect of your establishment do you want your customers thinking or talking about most after visiting?

**V:** Comfort of our customers and knowing they will be served great food every time they visit, giving them the option to purchase high quality products fresh produce, is important. We want our customers feel a sense of community and feel at home! We also have a very successful catering operation for all of our customers entertainment needs.



office space available for rent above  
sweetwater 978-828-9099

office space available  
28 West Street 617-913-0113



*Thank you to Hale Street Tavern for the beautiful flower boxes*

## CHA CHA LA MER

36 West Street • 978-969-3676

Weekdays 7:30am - 6:30pm • Sat 8am-5pm • Sun Special Orders

**BFIS:** What is new this season in the 'Cha Cha' food line?

**CCLM:** DELIVERY!

We can stock your fridge for everyday or when entertaining a house full of guests! We also offer catering to meet all of your needs.

**BFIS:** Will you be offering any seasonal items that you would like to promote for this summer season? Will there be any new items that will find a permanent place in your food line?

**CCLM:** Some great new sandwiches & wraps. Ready to roll at lunch. No lines....no waiting.

**BFIS:** What is the most popular "go-to" or requested item Cha Cha La Mer offers?

**CCLM:** Our divine breakfast sandwiches. Mustard crusted chicken, fresh grilled salmon, mac n cheese, and our array of freshly prepared vegetable sides.

**BFIS:** Your desserts are classic, european, yet comfortable and familiar. What favorites are among customers and the team at Cha Cha?

**CCLM:** Desserts...our brownies, scones, cookies, cakes and pies all please our palate. More than just eye candy!

**BFIS:** What is it you enjoy most about serving the people of Beverly Farms and Prides Crossing?

**CCLM:** We love being part of their family and present at their dinner tables!

*Continued on Page 5*

## BOSTON BAGEL COMPANY

3 Oak Street • 978-969-6913

6:30am - 3pm • Soon Expanding to 9pm

**BFIS:** With a great, historic location, great food and service, how has business been since opening?

**BBC:** Business has been amazing. We have thoroughly enjoyed meeting the wide demographic of people from in and around Beverly Farms.

**BFIS:** Will you be offering any seasonal items that you would like to promote for this summer season?

**BBC:** We just finalized our new Frozen Yogurt brand, Fresh Mix Frozen Yogurt. We believe it will be a great addition to the community, especially in the summer.

**BFIS:** What is the most popular item on the BBC menu?

**BBC:** For breakfast our most popular item is a Southie Scramble. This sandwich consists of sausage, hand diced onions and peppers scrambled in eggs, bacon and cheese on any bagel of your liking. Our most popular lunch option is the Turkey Avocado Club that comes with our hormone free no additive turkey, cheddar cheese, onion, bacon lettuce, tomato and avocado on your choice of bagel.

**BFIS:** What aspect of your establishment do you want your customers thinking or talking about most after visiting your store?

**BBC:** At Boston Bagel we wake early at 4:30am and start making bagels from scratch daily. We pride ourselves on quality and customer service. We hope that when people leave our shop they feel like they received the freshest quality of great overall value.



**Please Note:** There are approximately 65 Parking Spaces at the Beverly Farms train station. For decades, the Townsend Family has generously allowed everyone to park for free unlike nearly all other train stations. By deed, they are required to provide 25 spaces for MBTA customers. With a large investment into the Boston Bagel venture, parking spaces have been marked to help with the success of the business. There are plenty of other spots for parking on the site which the Townsends generously continue to share with the community free of charge.

## THE CATERED CANINE

15 Oak Street • 978-979-3711

**BFIS:** What makes Catered Canine dog food so unique?

**TCC:** The Catered Canine is New England's only nutritionally balanced home cooked dog food. Each recipe is made weekly right here in Beverly Farms.

**BFIS:** What types of ingredients do you use?

**TCC:** We offer 5 different recipes each with a novel ground protein such as 85% lean angus beef, chicken breast, lamb, turkey, and pork. Farm fresh produce and earth grains are then added. We do offer grain free meals too.

**BFIS:** How is the dog food nutritionally balanced?

**TCC:** Once the recipes are cooked a unique blend of vitamins and minerals are mixed in. Each recipe contains its own tailored blend created by PhD animal nutritionists exclusively for the Catered Canine.



A special thank you to **Rory Carvalho**, the lovely granddaughter of **Frank and Karen Raffa**, for helping BFIS plant pansies in the horse trough! We brought the pansies and she brought pure sunshine!

## FARMS FIRE HOUSE *Continued from Page 1*

been great. Frank also repaired and made improvements in and around the firehouse contributing to the beautification and paid for by the City of Beverly. **David Hayes Grounds Maintenance**, meticulously installed the beautiful new Boxwood & Hydrangea in front of the fire house.

For those who voiced concern the City should be responsible for City owned buildings, sometimes you just have to ask, not what your city can do for you, but what you can do for your city. Funds are limited, the fire station has been maintained by the City, but with the BFIS fundraiser, we were able to do more---not just the "must haves" which the City takes care of, but the "nice to haves" too. BFIS is not only focused on beautification and infrastructure improvement, but is in frequent contact with City officials partnering with them and lobbying for our tax dollars to be spent right here in Beverly Farms and Prides Crossing. BFIS conducted the fundraiser as a Thank you to our firemen.

## LUX REALTY NORTH SHORE

30 West Street • 978-922-1100

M-F. 9am - 5pm • Weekends 10am - 2pm • or by appointment

**BFIS:** What experience can one expect when working with a LUX Realty agent? As a seller? As a buyer?

**LUX:** Whether listing a client's home for sale or representing our clients in a home purchase, LUX Realty North Shore is committed to providing all of our clients with a seamless real estate process from start to finish. We take the oath of Realtor® very seriously and are committed to upholding the fiduciary responsibilities due to all our clients. This oath holds us to provide a higher standard of performance.

All LUX Realtors® keep their fingers on the pulse of the real estate market. By constantly studying the local real estate markets it allows us to price homes accordingly to sell and give our buyer clients the best advantage when shopping for their home. We strive to not only meet our client's expectations, but exceed them.

**BFIS:** In a short time the LUX brand has grown quite a bit, with already fourteen agents, what is your goal this year?

**LUX:** Our goal is to add a few more Realtors® to round out our family. We plan to stay small on purpose as we value customer service over sales volume. When you expand too rapidly you lose touch of the core purpose of being a small business.

**BFIS:** What is it you enjoy most about serving the people of Beverly Farms and Prides Crossing?

**LUX:** Real estate is not just about sales – it's about people! We have really enjoyed getting to know all the locals and the local businesses. Our goal is to build our name and brand on trust. We want everyone to know we are sincere in our efforts and work hard to earn people's business. Loyalty Built on Trust is the cornerstone of our company – we started this company with the sole vision to earn people's business based on loyalty, honesty and trust.

At LUX we are passionate about #keeping it local! We love to support the local Beverly Farms businesses. From Sweetwater to Wild Oats, from Daily Printing to Doggie Depot, and from the Farms Service Station to the Beverly Farms Bookstore, you can see a familiar face from team LUX. And for some reason we are always hungry and a day doesn't go by that you can't find us at all the local eateries!

### CHA CHA LAMERA *Continued from Page 3*

**BFIS:** What aspect of your establishment do you want your customers thinking or talking about most after visiting your store?

**CCLM:** Friendly, fresh, fun and delicious!

We cook what you would love to cook if you had the time to cook.....We got this!

### FARMS FULL SERVICE, LLC

31 West Street

FREE SUMMER TRAVEL CHECK-UP

by Appointment Only

Call Gary 978-922-9400

## GOOD HARBOR NEEDLEPOINT

28 West Street

**BFIS:** Welcome to the Beverly Farms and Prides Crossing community! What experience can one expect while shopping during a visit to Good Harbor Needlepoint?

**GHN:** A customer should expect to find the newest threads, hand painted canvases, and accessories available to the needle artist. Whether a novice or experienced stitcher, I will work to help them develop their ideas and talents.

**BFIS:** What are you looking forward to most as being a part of the Farms/Prides family?

**GHN:** I look forward to adding the sense of community that BF/Prides already has. And to teach those who have an interest all that needlepoint has to offer.

**BFIS:** What is it you enjoy most about serving the people of Beverly Farms and Prides Crossing?

**GHN:** I most enjoy meeting new people and seeing familiar faces pop in as they make their way around town running errands.

**BFIS:** What aspect of your establishment do you want your customers thinking and talking about most after visiting your store?

**GHN:** I want customers to walk away feeling happy and inspired by the beautiful canvases displayed on the walls, the colorful threads, and the projects they see others working on while visiting. Ultimately, I'd love to pass along my love of the art of needlepoint!



*Good Harbor Needlepoint Life*

## TESS & CARLOS

10 West Street • 978-993-7912

**BFIS:** Welcome to the Beverly Farms and Prides Crossing community! What experience can one expect while shopping during a visit to Tess & Carlos Clothing Store.

**T&C:** A friendly and extraordinary customer service, the opportunity to choose clothing from a beautiful collection, and knowledgeable sales consultants.

**BFIS:** With already 3 locations in Concord, Weston, and your original location in Cambridge, what are you looking forward to most as being a part of the Farms/Prides family?

**T&C:** The BF location is different from the others, but all shops are the same regarding customer service. Providing clothing that people desire with friendliness and a smile. Giving the community a local option to shop.

**BFIS:** What is it you enjoy most about serving the people of Beverly Farms and Prides Crossing?

**T&C:** The people who come into the boutique are so nice and are happy that we have arrived in the community. It makes our jobs pleasurable when assisting with wardrobe selection.

**BFIS:** What are some exciting items one may anticipate finding in your store?

**T&C:** Lovely and colorful Samantha Sung retro style dresses, exquisite European labels, fine quality cashmere sweaters, unusual tee shirts, handbags, and scarves.



## CHAPMAN'S FLORIST GREENHOUSE & JUEL & COMPANY GIFTS

58 Hart Street

A great spot to refresh your garden, fill your house or celebration venue with flowers, buy that perfect gift, and....party?

A staple in the Farms/Prides communities, everyone knows Chapman's and is now familiar with the recent partnership with Juel & Company Gifts. Colleen Malik of Chapman's and Karen Juel Hatch of Juel, two friends who have joined forces to further enhance the history of Beverly Farms' oldest business. Juel & Company Gifts offers a wonderful selection of items ranging from jewelry and scarves to home and garden accessories. With regular travel to New York, Los Angeles, and the European Gift Show, it is no wonder the shop is consistently filled with beautiful objects! It is well known that Chapman's the go to place for all of your flowers & gardening needs. But now you can also find the perfect gift or other decorative ideas for your home!

What you may not know about Chapman's is that they rent the greenhouses for events, dinner parties, birthday parties and more. Surrounded by the beauty of flowers and plantings galore. They are a very unique & stunning venue. "The Greenhouse is a fabulous venue. We've done special Birthday Parties, Wedding Showers, Company Parties, the possibilities are endless, says Colleen.

So, if you haven't been to Chapman's and Juel recently, do yourself a favor - stop by and enjoy all that this Farms institution has to offer.



BFIS and City of Beverly partnered to create new handicap accessible entryway at Dix Park. Watch for new trees, plantings & paved parking lot to come!

### BFIS WISHES TO THANK

Commissioner of Public Works, Mike Collins,  
Fire Chief, Paul Cotter, City Arborist, Phil Klimowicz,  
City Electrician Bill Ambrifi For always taking BFIS  
telephone calls, helping with as much time, labor &  
supplies available. They are knowledgeable, hard working  
and a pleasure to work with.

# MEMORIAL DAY

BFIS wishes to thank all veterans for their service & Donny O'Connor for organizing the Farms Memorial Day Celebration. Since 1969, there have only been 2 parades cancelled due to weather and this year, the festivities were moved indoors to the Hastings House. The Beverly Farms Memorial Day Celebration is an honored tradition not to be missed. Thank you to all of the volunteers and guest speakers from veterans, politicians, residents young and old. Thank you to Don O'Connor & Phil Butman for hanging flag bunting & flags throughout town. BFIS donates flags annually and this year replaced the Dix Park & Fire Station flags with larger flags for all to enjoy.



## WHAT IS BFIS!

1. **BFIS is a 501c3 charitable volunteer organization. Makes infrastructure improvements, maintains & beautifies public spaces in Beverly Farms and Prides Crossing. BFIS partners with the City of Beverly to bring funds and labor to our Community.**
2. Where do the black iron benches throughout town come from? **BFIS**
3. Where do the custom designed trash receptacles with seasonal flowers come from and who maintains them? **BFIS**
4. Who beautifies the beloved horse trough with fresh flowers seasonally? **BFIS**
5. Who designed and had installed a handicap accessible pathway from Hale Street to Dix Park, beautifying it with 2000 perennials and trees throughout Dix Park? **BFIS**
6. Who designed & had installed a new Tennis Court? Multipurpose Court? Basketball Court? New Bleachers? New Walking/Jogging Path? New handicap Entry at Haskell Street? Who brokered the deal to acquire a house lot donation to create Dix Park parking? **BFIS**
7. Who had replicas built of the Farms Republican and Democrat Benches? **BFIS**
8. Who removed old stumps lining West Street and had 12 new trees installed? **BFIS**
9. Who landscaped the entryway & donated the granite 01965 bench at the Prides Post Office? **BFIS**
10. Who donates & purchases flags to honor our country and veteransthroughout town? **BFIS**
11. Who designed, installed and maintains the War Memorial Fountain with seasonal flowers honoring all veterans? **BFIS**
12. Who has a voice at City Hall and partners with officials to get jobs done? **BFIS**
13. Who created & installed the engraved brick pathway connecting West Street to the library flanked by iron arches? **BFIS**
14. Who donates to BeverlyFarms.org to keep the community connected online? **BFIS**
15. **Who is very grateful & needs your support so that we can continue to lobby for funds, beautify, improve & maintain the community in which we live? BFIS**

### Please Join BFIS

Annual Membership Dues: Please Check One:

Member: \$50 per year  Merchant: \$75  Patron: \$100-\$499 per year  Benefactor: \$500-\$999  Hero: \$1,000 +  Super Hero: \$1,000 +

*Please include this form in donor envelope*



Name: \_\_\_\_\_  
Street: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Email: \_\_\_\_\_

Go to [Beverlyfarms.org](http://Beverlyfarms.org)  
Click Beverly Farms Improvement Society to donate  
or make checks payable to:

The Beverly Farms Improvement Society • C/O Liz Falzone, Treasurer, 11 Jessica Lane, Wakefield, MA 01180

**Thank you!**

**BFIS is a 501-C3 Charitable Organization all proceeds are tax deductible.**